

**IN THE CLAIMS**

1. (currently amended) A transmission method for transmitting program guide information together with video and audio signals, the method comprising:

generating program guide information including a control signal operable to control a display ~~mode~~ design on of a display device; and

transmitting the program guide information together with the video and audio signals.

2. (previously presented) The transmission method as claimed in claim 1, wherein the control signal is described by a script.

3. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information is described in extensible markup language.

4. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information is transmitted in accordance with a carousel system.

5. (currently amended) The transmission method as claimed in claim 1, wherein the control signal is operable to control the display ~~mode~~ design by identifying advertisement information to display on the display device together with the program guide information.

6. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information includes program information of a plurality of different broadcasting systems.

7. (previously presented) The transmission method as claimed in claim 1, wherein at least a part of the program guide information is encrypted and then transmitted.

8. (previously presented) The transmission method as claimed in claim 1, wherein all the program guide information is transmitted a plurality of times a day, the program guide information including schedules of a plurality of programs, and when there is a change in the schedule of at least one of the programs, the program guide information of only at least one program is continuously transmitted.

9. (previously presented) The transmission method as claimed in claim 8, wherein a transmission schedule for transmitting all the program guide information is transmitted.

10. (currently amended) A receiving device for receiving a broadcast signal including video and audio signals and program guide information including a control signal operable to control a display ~~mode~~ of design on a display device, the receiving device comprising:

- a receiving section for receiving the broadcast signal;

- an extracting section for extracting the program guide information from the broadcast signal; and

- a display processing section for carrying out display processing of a program guide based on the control signal included in the program guide information.

11. (previously presented) The receiving device as claimed in claim 10, wherein the program guide information is transmitted in accordance with a carousel system, and the

extracting section is operable to resolve a carousel structure of the carousel system.

12. (currently amended) The receiving device as claimed in claim 10, wherein the control signal is operable to control the display ~~mode~~design by identifying advertisement information to display on the display device together with the program guide information; and

the display processing section carries out processing based on the control signal when displaying the advertisement information together with the program guide information.

13. (previously presented) The receiving device as claimed in claim 10, wherein at least a part of the program guide information is encrypted and then transmitted;

the receiving device further comprising a decrypting section operable to decrypt the encrypted part of the program guide information.

14. (previously presented) The receiving device as claimed in claim 10, wherein all the program guide information is transmitted a plurality of times a day;

the receiving device further comprising a storage section for receiving and storing the program guide information when all the program guide information is transmitted.

15. (previously presented) The receiving device as claimed in claim 14, wherein a transmission schedule is included in the broadcast signal;

the receiving device further comprising a power control section for controlling a power source in accordance with the transmission schedule.

16. (previously presented) The receiving device as claimed in claim 10, further comprising a retrieval processing section operable to retrieve the program guide information received.

17. (previously presented) The receiving device as claimed in claim 10, further comprising a non-volatile memory for storing an initial set of program guide information.

18. (currently amended) The transmission method of claim 1, wherein the control signal is operable to control the display ~~mode~~design by identifying the program guide information to display.

19. (currently amended) The transmission method of claim 1, wherein the control signal is operable to control the display ~~mode~~design by filtering content of the program guide information such that the display device only displays a portion of the program guide information transmitted.

20. (currently amended) The transmission method of claim 1, wherein the control signal is associated with condition information that is operable to select at least one of (i) programs, (ii) channels, (iii) genre ~~and~~or (iv) advertisements.

21. (currently amended) The transmission method of claim 1, wherein the program guide information further includes at least one of (i) a channel map, (ii) a program framework, (iii) program material ~~and~~or (iv) advertisement information.

22. (previously presented) The transmission method of claim 5, wherein the advertisement information is associated

with condition information operable to filter a portion of the advertisement information for displaying on the display device.

23. (currently amended) The receiving device of claim 10, wherein the control signal is operable to control the display ~~mode~~design by identifying the program guide information to display.

24. (currently amended) The receiving device of claim 10, wherein the extracting section applies condition information when extracting program guide information; and

the condition information is operable to select at least one of (i) programs, (ii) channels, (iii) genre ~~and~~or (iv) advertisements from the broadcast signal.

25. (previously presented) The receiving device of claim 24, wherein the condition information is set by a user of the receiving device, a broadcaster of the broadcast signal, or by a third party.

26. (previously presented) The receiving device of claim 16, wherein retrieval of the program guide information is based on user profile data.

27. (currently amended) The receiving device of claim 26, wherein the user profile data comprises at least one of: a genre preference; a message preference; an information preference; a personality preference; a one channel preference; a time preference; ~~and~~or a schedule preference.

28. (previously presented) The receiving device of claim 17, wherein the initial set of program guide information is stored at a time of shipment from a factory.

29. (currently amended) An apparatus, comprising:

a program table database operable to receive a plurality of television program tables;

at least one input operable to receive service information;

a change processor operable to identify changed program guide information from the program table database and the at least one input; and

a table generator operable to generate current program guide information from the changed program guide information; and

a processor operable to generate a control signal to control a display design on a display device that displays the current program guide information.

30. (currently amended) An apparatus, comprising:

at least one input operable to receive broadcast program guide information;

an authoring device operable to generate integrated program guide information including the broadcast program guide information and additional content, the broadcast program guide information including a control signal operable to control a display design on a display device; and

at least one database operable to store the broadcast program guide information, the additional content and the integrated program guide information.

31. (currently amended) A method of processing at least one broadcast signal including program guide information having a control signal operable to control a display design on a display device, the method comprising:

receiving the at least one broadcast signal;

extracting the program guide information from the at least one broadcast signal; and

~~processing the program guide information based on the control signal~~

displaying the program guide information on the display device based on the display design indicated by the control signal.

32. (previously presented) The method of claim 31, further comprising controlling a power source of a receiver in accordance with a transmission schedule of the at least one broadcast signal.

33. (new) A receiving device comprising:

a receiving section operable to receive program guide information associated with broadcast video and/or audio signals, and advertising information;

a display device operable to have displayed thereon the received program guide information and the received advertising information; and

a display control section operable to control the display of the received advertising information in accordance with time or selection information obtained from broadcast and/or program guide information selected by a user such that displayed advertising information will be respectively changed at a predetermined time or after obtaining the selection information.